

SURE START RAVENSDALE

PARENT SATISFACTION SURVEY

INTRODUCTION

During autumn 2001 Sure Start Ravensdale commissioned Trent Surveys to carry out a Parent Satisfaction Survey of 20% of the target population (parents of children 4 and under) In February 2002 a random sample of 80 householders were interviewed. 98% (all but 1 person) had heard of Sure Start and 80% of these were users of Sure Start Services.

METHODOLOGY

- A draft questionnaire was devised to elicit quantitative and qualitative information from respondents.
- Parent users and staff were consulted to test the appropriateness of vocabulary, ease of understanding of the content and relevance of the questions.
- The questionnaire included sections on family details, knowledge of Sure Start and service use, Sure Start newsletter, non user's views and satisfaction with local services.
- A letter was sent to families informing them of the survey, offering an incentive for participation, and asking that they contact us if they did not want to take part.(6/283 households declined.)
- The area was divided into 8 geographical zones. Trent Survey interviewers were each given a route map and a list of addresses and were required to knock at all addresses until their quota was reached.
- The survey was carried out on Saturday 9th March and Wednesday 13th March 2002.
- All respondents were given a £5 gift voucher and asked if they wanted a visit or further information from Sure Start. (21/80 households asked for further contact)
- The questionnaires were analysed using the Statistical package for the Social Sciences software.
- A report was written¹ and presented to the Management Board and to the staff team.

¹ Full copy available from SS Ravensdale.

KEY FINDINGS

Parent Satisfaction

72% of respondents felt that there had been an improvement in family support services over the last year (since Sure Start began to provide services). The number or age of the children in the family made no difference to the parent's perception of services. 97% of users agreed that Sure Start staff are approachable and 75% said that response times to enquiries were good (the others didn't know). 91% of users described the treatment received at Sure start as excellent, very good or good.

Services Requested

Childcare 58% of users and 55% of non users wanted more childcare provision.

30% of respondents would like childcare provision in the morning or afternoon and 5% in the evenings.

Play sessions 26% of all respondents were interested in play sessions. This is 28% of users and 18% non users. These 21 parents had 22 children under 3 years old.

Other Services. There were 91 requests, from 68 parents

Other services they would like to see locally are play provision for older children (21%), a park/outdoor play area (15%), drop in and trips during the school holidays, a buddy (befriending) system, after school club, more afternoon sessions, and training courses (5%)

Usual form of Transport

51% of users walk, 41% use the car, 6% taxi, 2% bus.

7% non users walk, 86% car, NIL taxi, 7% bus.

29% of those who commented felt that public transport was not very helpful and 5 households specifically requested buggy accessible buses.

How did you hear about Sure Start Ravensdale?

23% heard from the midwife, 16% from the Health Visitor, 16% through a Sure Start Home visit, 14% from the newsletter, and 13% from a friend or 'word of mouth.'

Sure Start Services

Parents use a mixture of services dependent on the age of their child and their needs. Requests were made for beauty sessions, benefits advice, cook and eat sessions and quit smoking help, day trips (all of which we already provide) a holiday scheme, after school club and more emphasis on family events (e.g. family sports Day.)

What's most useful about the Newsletter?

97% of users and 100% of nonusers found the newsletter useful. 56% felt the information, events and diary dates were most useful, 17% the recipes, 12% everything. Comments were - '*helpful always to have the phone number*', '*makes good reading, makes you laugh, makes you feel involved*', '*useful that you can write and put something in*'.

Satisfaction with local services.

How many parents find services very helpful or OK?

81% Doctor.

74% Health visitor

65% Baby clinic

65% school nursery. (14% felt school nursery not very helpful.)

100% play group users (Sure Start & the other local play group)

35% public transport, (but 29% not very helpful).

Non-Users

100% of non users said they received the Sure Start newsletter but didn't come to Sure Start because they didn't have the time, didn't feel the need, don't get round to it or don't feel it caters for them.

DEMOGRAPHY

90% of respondents were female.

Lone Parents 29% of users are lone parents compared to NONE of the non users. 25% of women and 22% of men were lone parents. 73% of households had 2 adult residents. 5% of mothers were 19 or younger.

Children The 80 families interviewed had a total of 159 Children, 61% of these were male. 44% had one child, 28% had 2 children, 28% had 3 or more children. 18% of all households had at least one child with disabilities.

Extended Family 70% of all users had at least one member of the extended family living locally. 45% of non users have local extended family.

CONCLUSIONS CAN BE DRAWN AS FOLLOWS

- * The services we are providing are well received and our presence is publicised both through systems set up by Sure Start (e.g. midwife, health visitor and SS home visits) and by word of mouth.
- * The newsletter is seen to be very informative and is a particularly good way to reach non-users, as they read it and it makes them laugh.
- * Non-users' reasons for not coming are similar to those respondents in the Autumn survey of non-users - they don't have time, don't feel the need, don't get round to it, don't feel it caters for them.
- * The majority of requests from parents are for an expansion of services we already provide e.g. Cook and eat; training courses, and play sessions.
- * Additional requests are for
- * Childcare,
56% of respondents want more childcare services. Households surveyed had a (mean) average of 2 children each so that means 80 children requiring childcare- just from this small sample of our target population.
- * Services for older children
21% of households want some provision for older children- those outside the Sure Start remit but whose health and happiness is of core concern to our target families.
- * Parks/Play areas.
15% of households asked for local, safe play spaces for their children.
- * Transport.
* 29% of those who commented felt that public transport was not very helpful and 5 households specifically requested buggy- accessible buses.
- * The survey itself proved to be effective in promoting and publicising Sure Start.
25% of respondents requested further contact.

RECOMMENDATIONS

1. That we consider ways to increase our capacity to provide services for all those who need or want them across the age range 0-4 years.
2. That we explore ways to ensure continuity of provision for families and children as they grow up and out of our remit, particularly 4-8s for whom there is little out of school play or care provision.
3. That we develop a strategy to address the needs of non-users and to make contact with 'hard to reach' families.

4. That we work towards developing childcare services which are appropriate and accessible (financially and culturally) to local families.
5. That, in consultation with appropriate agencies and funding bodies (i.e. MDC, Nat. Lottery, Groundworks Trust) we explore the possibilities for provision of local play spaces which are safe and friendly for children under 4 and their siblings.
6. That we make the results of the survey known to all agencies whose services have been commented upon.
7. That we continue to consult with the families of Ravensdale when designing and planning new services.

OUTCOMES

The report was presented to the Management Board, to the staff team and to the Parents Advisory Group and has been used to inform the development of services.

Outcomes linked to recommendations. (above)

2. We are continuing to develop links with out of school play provision in the area. All our holiday programmes now have some provision or special activities for older siblings.
3. A system of 'Zone Attacks' has been developed. On these days a team of Sure Start staff target a particular locality and knock on the doors of target families to offer information on services and to introduce themselves. Families who ask for support are visited again and are added to the caseload of the Outreach team until their issues are resolved.
4. A Childcare Development Worker has been recruited and will start in September 2002.
5. After consultation with Sure Start parents a site has been chosen and money set aside in the 2003-2004 budget to build a play area.